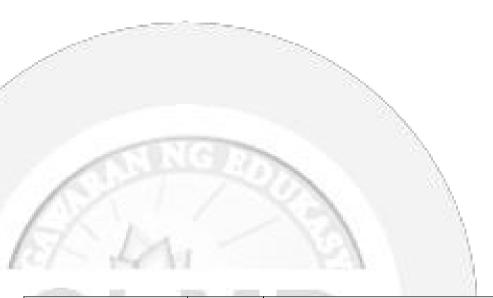
W8	Learning Area	ENTREPRENEURSHIP	Grade Level	11/12
	Quarter	First/Third	Date	



IV. LEARNING PHASES Suggested Learning Activities	
	d Name, Hermes Bag. Ibit.ly/393BOXL_ emotional and our competition

LEARNER'S PACKET (LeaP)

IV. LEARNING PHASES	Suggested Timeframe	Learning Activities	
		Branding is a powerful and sustainable high-level marketing strategy used to create or influence a brand. Branding as a strategy to distinguish products and companies and to build economic value to both customers and to brand owners, are described by Pickton and Broderick in 2001.	
		(For additional article/information, click the link below) LINK: http://bit.ly/37HO1Rf	
		Commonly Used Branding Strategies	
		1) Purpose "Every brand makes a promise. But in a market in which customer confidence is little and budgetary observance is great, it's not just making a promise that separates one brand from another, but having a significant purpose," (Allen Adamson).	
		How can you define your business' purpose? According to Business Strategy Insider, purpose can be viewed in two ways:	
13.50	0 17	 a. Functional. This way focuses on the assessments of success in terms of fast and profitable reasons. For example, the purpose of the business is to make money. b. Intentional. This way focuses on fulfillment as it relates to the capability to generate money and do well in the world. 	
7 LA		2) Consistency The significant of consistency is to avoid things that don't relate to or improve your brand. Consistency aids to brand recognition, which fuels customer loyalty.	
CL	M	3) Emotion There should be an emotional voice, whispering "Buy me". This means you allow the customers have chance to feel that they are part of your brand. You should find ways to connect more deeply and emotionally with your customers. Make them feel part of the family and use emotion to build relationships and promote brand loyalty.	
		4) Flexibility Marketers should remain flexible to in this rapidly changing world. Consistency targets at setting the standard for your brand, flexibility allows you to adjust and differentiate your approach from your competition.	
W. W.	07.11	5) Employee Involvement It is equally important for your employees to be well versed in how they communicate with customers and represent the brand of your product	
		6) Loyalty Loyalty is an important part of brand strategy. At the end of the day, the emphasis on a positive relationship between you and your existing customers sets the tone for what potential customers can expect from doing business with you.	
· · · · · · · · · · · · · · · · · · ·		7) Competitive Awareness Do not be frightened of competition. Take it as a challenge to improve your branding strategy and craft a better value in your brand.	
		(Click the link below for more information) LINK: http://bit.ly/27Hm5IW	